

WITNESS AFFIDAVIT

Date: May 2, 2011

Re: The Environmental Media Association's Organic School Garden Program and Partnership with Kellogg Garden Products

1. My name is Mud Baron.
2. I live in North Hollywood, California.
3. I am a member of the Board of Directors of the Collaborative for High Performance Schools, which has thousands of schools that subscribe to our green schools guidelines.
4. I am also a Master Gardener via the offices of the University of California Cooperative Extension.
5. From 2006 to October 2009, I was the School Garden Program Specialist for the Los Angeles Unified School District (LAUSD), and I was the LAUSD's only full-time school garden specialist working with all 1,100 campuses.
6. I was also the Green Policy Director for the LAUSD, working with the office of LAUSD Board member Margueritte P. LaMotte from 2009 to 2011.
7. In 2010, I received a \$5,000 consulting fee as the "garden guru" for the Environmental Media Association.
8. In August 2008, I first approached EMA's Lisa Barnet and Debbie Levin about EMA supporting LAUSD's organic school gardens program throughout Los Angeles. They did not respond until months later when, in late 2008/early 2009, they decided to start such a program, beginning with 10 schools and resulting in with the launch at Helen Bernstein school.
9. "Yes to Carrots" was the original corporate sponsor at this event's kick-off launch in May 2009.
10. In the summer of 2009, I was informed that EMA and Kellogg Products Company had partnered.
11. During that period I first raised with EMA staff--Debbie Levin, Greg Baldwin and Taylor Grant--in conversations the fact that Kellogg's soil products donated to LAUSD school gardens must not be "Nitrohumus" because it was a Kellogg product containing sewage sludge and thus inappropriate for my school gardens.
12. Their response then and thereafter was "it will be fine," and "it will all be organic," and they insisted on maintaining the relationship with the Kellogg Garden Products company and the organic school garden program.
13. I was prevented from being the liaison between EMA's corporate donors and the school garden sites. That position was fiercely maintained by Debbie Levin, who insisted all conversations about the garden program go through her. I was asked to trust EMA that no sludge would end up on my school gardens.
14. I was on the planning committee of the EMA 2009 Fall Gala along with Kathy Kellogg Johnson--the new EMA corporate partner and leader of Kellogg Garden Products--and met her on August 27, 2009, at a gala planning committee meeting, which I attended with Kellogg, Levin and others.

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15. At the October gala event, I told Lisa Barnet, Taylor Grant, Greg Baldwin, and Debbie Levin of EMA that I questioned the appropriateness of Kellogg Garden Products' display considering Kellogg's history of heavy use of sewage sludge and Nitrohumus. I asked them, "Is that the kind of message of growing a greener world that EMA wants to be in the business of promoting?"
16. Ironically, at the Fall Gala itself, Debbie, Greg, and Lisa each complained vociferously about the stench of the Kellogg display--yellow bags with black and red stripes--so close to the "Green Carpet."
17. On November 6, 2009, EMA's Taylor Grant emailed, "Hello everyone, We have formed a partnership with Kellogg Garden Products and they have generously agreed to provide in-kind donation of your garden's (1) soil amendment, (2) fertilizer, and (3) compost needs. I'm currently taking orders to fulfill your needs are(sic) for each of these categories. Once I have the numbers I will then work with you and Kellogg to arrange delivery. Should you wish to, Kellogg provides a soil amendment calculator on their website here: <http://www.kelloggsgarden.com/new/login/underco.php>. Please let me know how much you need of each category and I will work with you to get the donation delivered."
18. As a general rule, I told schools they needed to share resources like Kellogg's compost and other products with each other, and they did.
19. I continued to raise my concerns regarding Kellogg and its sludge products, to which Levin responded "we've been doing our projects for twenty years, we know what we are doing."
20. On May 26, 2010 we had a luncheon at Venice High School where a picture was taken of Kellogg's Amend, a sewage sludge product. Again, I raised this issue with Taylor Grant and others pointing out that it was wrong to pose bags of Kellogg's Amend in photos at this event. Again, my concerns were dismissed.
21. On November 18, 2010, I sent Levin an email with yet another warning regarding "compost laden with sewage sludge" and the problems that Alice Water's Chez Panisse Foundation had run into in San Francisco, attaching an article.
22. I decided in December 2010 that my relationship with EMA was coming to an end when I was informed at EMA's office in a meeting with Levin that the budgets I had submitted at her request for school gardens to be sponsored by Sony and Toyota were "Bullshit, only meant to get money from the corporate donors," and that "photo-ops are expensive." I was honestly at a loss for words at this outrageous statement. That meeting was also attended by Greg Baldwin. That was my last meeting with EMA's staff.

DECLARATION

I, the undersigned, declare under penalty of perjury that the statements made in the above affidavit are true and correct to the best of my knowledge, information, and belief. They are made voluntarily and without any benefit (actual or promised) offered in exchange for making these statements.

Mud Baron

State of California
County of Los Angeles

Subscribed and sworn to (or affirmed) before me on this 2nd
day of MAY, 2011 by MATTHEW BARON
proved to me on the basis of satisfactory evidence to be
the person(s) who appeared before me.

Signature

5/2/11
Date

